

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

2 MARCH 2018

9 a.m.- 11 a.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO** pages (*excluding* the cover page) with **FIVE** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

Concept testing is an important evaluation step prior to developing the product prototype. Several considerations arise in concept testing research. Discuss all the considerations in concept testing research, if you would have to test the concept of the new diet soft drink. (20 marks)

QUESTION TWO

R&D staff: I went to a new products management seminar and heard about a thing called the protocol. They told me it was the device whereby the overall manager of new products communicated to R&D exactly what was wanted from the technical group. R&D even had to 'sign on the dotted line', swearing that we thought it could be done.

R&D Manager: No one could tell R&D what they should come up with, not in advance, anyway. And R&D is responsible only to top management, not new products managers, so we don't have to promise anything. Why should we sign?

Based on the reply from the R&D Manager, how would you answer him, and convince him to sign the protocol? Justify your answers. (20 marks)

QUESTION THREE

Manager A: "ABC's marketing people apparently had some trouble a while back with a new dishwasher detergent packaged in waxy cartons like those used for orange juice, was rejected by test market parents who were afraid their children might think the cartons contained juice."

Manager B: "Seems to me these errors were inexcusable. Shouldn't they have been discovered earlier, in product use testing?"

With reference to the above conversation between Managers A and B, discuss how these errors could have been avoided by addressing all the important decisions of product use testing prior to launch. (20 marks)

Continued...

QUESTION FOUR

"No matter how new-to-the-world the product is, the firm should think of product commercialization in two sets of decisions: strategic and tactical launch decisions".

With reference to the above statement, discuss these two sets of interrelated decisions in launching a new product. (20 marks)

QUESTION FIVE

Discuss two common methods used by product innovators to get potential users to make some expression of commitment resembling a sale without actually laying out money in pseudo sale. (20 marks)

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